

Business transformation and continuity during a pandemic

Ethiopian Airlines improves service delivery and monetizes website window shoppers



Customer: Ethiopian Airlines
Industry: Aviation and travel
Location: Ethiopia
Agents: 500 (110 concurrent) agents

Challenges:

- Monetize website window shoppers
- Improve agility, resource management and customer journeys

Product:

- Genesys Cloud
- Genesys Predictive Engagement

Unrivalled in Africa for efficiency and operational success, Ethiopian Airlines serves 127 international and 22 domestic destinations. Like many airlines, the company is always looking to lower costs and improve margins. Growing direct sales by capturing every potential booking from callers and website visitors is vital to meeting those goals.

However, the airline's contact center struggled with incompatible systems and information islands. Calls were routed to agents without taking into account language skills or competencies. That raised abandon rates, transfers and hand offs. Teams worked in silos using email and chat. There was no CRM system or workforce management; data resided on a central booking system or was buried elsewhere. The company lacked a full overview of the customer journey and real-time insight into conversations and preferences.

"We needed a single view of the customer, better resource management processes and greater flexibility," said Getinet Tadesse, CIO at Ethiopian Airlines. "Also, we knew we were missing out on revenue from thousands of prospects browsing and leaving our website."

Solutions:

- Email
- Chat
- Inbound
- Self-Service
- Workforce Management
- Integrations

Building on a solid foundation

The first step in the transformation was to replace an externally hosted contact center solution with a strong omnichannel platform that the company could manage internally and use to drive improvements and business growth. “The demo from Genesys was very convincing,” said Tadesse. “We saw how we could get much better control, reporting and accountability, while saving money by consolidating global phone numbers and removing the need for partner support.”

Live after two months, the Genesys Cloud™ contact center allows up to 500 agents to work more productively in a blended fashion, effortlessly switching between calls, email and chat conversations — all managed from a single omnichannel desktop.

Unlocking customer experience gains

Introducing Genesys Workforce Management further improved the customer experience. “Our managers never knew if we were understaffed or overstaffed,” said Tadesse. “Now, with real-time

data, they accurately forecast and schedule resources, ensuring agents with the right skills are always in the right place at the right time.”

As a result, Ethiopian Airlines has seen service levels soar from 70% to 95%, with higher first-call resolution and sizeable reductions in abandoned calls (from 20% to 3%). Call-answer times have dropped from 20 to 8 seconds. And, the company can make changes like updates to IVR menus and messages within minutes — and without having to pay for external support.

When the COVID-19 pandemic struck, the airline rapidly invoked home working. Despite an avalanche of calls about flight refunds and rescheduling requests, service levels held up well.

“We had been thinking of hiring another 100 agents,” said Tadesse. “However, thanks to Genesys Workforce Management, we coped with pandemic spikes okay. And, although we busted our license count at times, Genesys stepped up and agreed to waive any charges. That’s what true partnerships are all about.”

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Getinet Tadesse
CIO
Ethiopian Airlines



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Getinet Tadesse, CIO, Ethiopian Airlines

Growing website revenues

With two weeks of implementing Genesys Predictive Engagement, the airline not only gained insights about website journeys, it also leveraged artificial intelligence (AI) and analytics to uncover behaviors and interests of visitors. This allowed the company to offer tailored deals through web chat. Ethiopian Airlines also can engage customers through the website with attractive travel packages that were created as a result of tracking real-time statistics and data.

“Genesys Predictive Engagement is enabling us to capture significantly more window shoppers on our website,” concluded Tadesse. “Conversion rates rose by 14% in the first two weeks and by 49% at the six-week stage. And, we’ve only really scratched the surface of what the tool can do.”

Additionally, enabling agents to intervene and offer a timely web chat means website visitors get served faster. As a result, average dwell time has dropped by 72% to 2 minutes and 45 seconds. Data captured with Predictive Engagement is also helping the airline’s marketing department to improve customer offerings based on new insights into demographics and behavior.

As passenger services start to reopen, Ethiopian is strongly placed for growth, as it prepares to ramp up from 30,000 daily calls and 12 million passengers annually. Future plans include integrating Predictive Engagement with the airline’s mobile app and creating AI-powered virtual assistants to help with basic requests and frequently asked questions.

To learn more about the solutions featured in this case study, go to www.genesys.com.

RESULTS

25% increase
in service levels

60% faster
call response

17% fewer
abandoned calls

49% increase
in website sales conversions

72% reduction
in website dwell time

Effective
pandemic response without
adding headcount

Future roadmap
for mobile and AI integration

ABOUT GENESYS

Every year, Genesys® delivers more than 70 billion remarkable customer experiences for organizations in over 100 countries. Through the power of the cloud and AI, our technology connects every customer moment across marketing, sales and service on any channel, while also improving employee experiences. Genesys pioneered Experience as a Service™ so organizations of any size can provide true personalization at scale, interact with empathy, and foster customer trust and loyalty. This is enabled by Genesys Cloud™, an all-in-one solution and the world’s leading public cloud contact center platform, designed for rapid innovation, scalability and flexibility.

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